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Aiken native is runner-up SBA Small Business Person of the Year

Robbie Yarborough, owner of Especially Seniors of Aiken, LLC, is the runner-up Small Business Administration (SBA) 2009 Small Business Person of the Year for South Carolina. He will be honored at the SBA's 2009 awards luncheon on Wednesday, April 29, at the Columbia Metropolitan Convention Center during the state's sixth annual Salute to Small Business.

Especially Seniors is a non-medical in-home care company that enables aging individuals to remain safe, active and, most importantly, independent. Its Certified Nursing Assistants help with activities ranging from bathing and dressing to meal preparation and medication management to shopping and transportation.

Yarborough, an Aiken native, purchased Especially Seniors of Aiken in 2005. Under his leadership, the number of full-time caregivers at Especially Seniors has grown from 38 to 98, and the company has posted consistent growth in gross billings and net income, with a 37 percent increase in gross billings from 2007 to 2008 alone.

The company's significant growth has not compromised its high-quality care. In fact, Yarborough continues to pioneer new and higher standards in personalized client care. To ensure consistent superior care, he has developed a comprehensive assessment to record each client's needs and current living situation. The assessment allows employees to follow specific guidelines and quantify any changes in health status, and it allows the company to make recommendations to create a safer home for the client. Yarborough also employs a full-time case manager to ensure complete client satisfaction.

As a new small business owner, Yarborough received assistance from the SCORE South Central Chapter in Aiken. SCORE evaluated his business plan and helped him develop a marketing campaign and strong business brand.

Yarborough was nominated by Bernard Girouard and Geoffrey Magrath, Chapter Chair and past Chapter Chair, respectively, of the SCORE South Central Chapter. He lives in Aiken with his wife, Jenny, and their three children and is a member of the South Carolina Alzheimer's Association Board, Mental Health of America Aiken County Board and the National Health Care Advisory Board.

Especially Seniors was the Aiken Chamber of Commerce 2008 Small Business of the Year.

All SBA programs and services are provided on a non-discriminatory basis.